



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

CONTRACT

Contract / Revision	All Order #
961880 /	06364306
<u>Product</u>	
<u>Issue</u>	
<u>Contract Dates</u>	<u>Estimate #</u>
10/19/12 - 10/28/12	312 REFORM NM NOW
<u>Advertiser</u>	<u>Original Date / Revision</u>
Reform New Mexico Now	10/08/12 / 10/08/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KOAT	Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
51	103
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

SRCP Media Inc
Attention: Betsy Vonderheld
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/19/12	10/25/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$3,800.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				2	\$1,900.00			
N 2	KOAT	10/19/12	10/25/12	Nightline	1105-1135p		:30			NM	5	\$1,750.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$350.00			
N 3	KOAT	10/19/12	10/25/12	Anderson Cooper	11a-12n		:30			NM	5	\$1,250.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$250.00			
N 4	KOAT	10/19/12	10/25/12	Chew, The	12-1pm		:30			NM	5	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$200.00			
N 5	KOAT	10/19/12	10/25/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$6,500.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$1,300.00			
N 6	KOAT	10/19/12	10/25/12	6a A7N More In The AM	6-7a		:30			NM	5	\$5,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$1,100.00			
N 7	KOAT	10/19/12	10/25/12	Good Morning America	7-9a		:30			NM	5	\$4,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				5	\$850.00			
N 8	KOAT	10/20/12	10/27/12	Action 7 News @ 5p Sat	5-530p		:30			NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst Television Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #	
961880 /	06364306	
Contract Dates	Product	Estimate #
10/19/12 - 10/28/12	Issue	312 REFORM NM NOW #:

Advertiser	Original Date / Revision
Reform New Mexico Now	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/15/12	10/21/12	-----1-	1	\$550.00						
		Week: 10/22/12	10/28/12	-----1-	1	\$550.00						
N 9	KOAT	10/20/12	10/27/12	Sa 6a A7N More in the AM	6-9a		:30			NM	4	\$2,200.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/15/12	10/21/12	-----2-	2	\$550.00						
		Week: 10/22/12	10/28/12	-----2-	2	\$550.00						
N 10	KOAT	10/21/12	10/28/12	Action 7 News @ 5p Sun	5-530p		:30			NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/15/12	10/21/12	-----1	1	\$550.00						
		Week: 10/22/12	10/28/12	-----1	1	\$550.00						
N 11	KOAT	10/26/12	10/26/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$1,900.00
		Class of Time - Fixed Non Pre-emptible										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$1,900.00						
N 12	KOAT	10/26/12	10/26/12	Nightline	1105-1135p		:30			NM	1	\$350.00
		Class of Time - Fixed Non Pre-emptible										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$350.00						
N 13	KOAT	10/26/12	10/26/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
		Class of Time - Fixed Non Pre-emptible										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$250.00						
N 14	KOAT	10/26/12	10/26/12	Chew, The	12-1pm		:30			NM	1	\$200.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$200.00						
N 15	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
		Class of Time - Fixed Non Pre-emptible										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$1,300.00						
N 16	KOAT	10/26/12	10/26/12	6a A7N More In The AM	6-7a		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$1,100.00						
N 17	KOAT	10/26/12	10/26/12	Good Morning America	7-9a		:30			NM	1	\$850.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/22/12	10/28/12	----1--	1	\$850.00						
												Totals
												47 \$34,400.00

Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	47	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80
Totals	47	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80

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Hearst Television Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision 961880 /	Alt Order # 06364306	
Contract Dates 10/19/12 - 10/28/12	Product Issue	Estimate # 312 REFORM NM NOW #:
Advertiser Reform New Mexico Now	Original Date / Revision 10/08/12 / 10/08/12	

Signature: _____ Date: _____

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CONTRACT

Contract / Revision	Alt Order #	
961890 /	06364302	
<u>Product</u>		
<u>Issue</u>		
Contract Dates	Estimate #	
10/29/12 - 11/06/12	313 REFORM NM NOW	
Advertiser	Original Date / Revision	
Reform New Mexico Now	10/08/12 / 10/08/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KOAT	Mary Tricoli	HRP - Washington
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
IDB#	Advertiser Code	Product Code
51		104
Agency Ref	Advertiser Ref	

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/29/12	11/02/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$3,800.00
Class of Time - Fixed Non Pre-emptible												
Start Date End Date Weekdays Spots/Week Rate												
Week:	10/29/12	11/04/12	MTWTF--	2	\$1,900.00							
N 2	KOAT	10/29/12	11/02/12	Anderson Cooper	11a-12n		:30			NM	5	\$1,250.00
Class of Time - Fixed Non Pre-emptible												
Class of Time - Fixed Non Pre-emptible												
Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/12	11/04/12	MTWTF--	5	\$250.00							
N 3	KOAT	10/29/12	11/02/12	Chew, The	12-1pm		:30			NM	5	\$1,000.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/12	11/04/12	MTWTF--	5	\$200.00							
N 4	KOAT	10/29/12	11/02/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$6,500.00
Class of Time - Fixed Non Pre-emptible												
Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/12	11/04/12	MTWTF--	5	\$1,300.00							
N 5	KOAT	10/29/12	11/02/12	6a A7N More In The AM	6-7a		:30			NM	5	\$5,500.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/12	11/04/12	MTWTF--	5	\$1,100.00							
N 6	KOAT	10/29/12	11/02/12	Good Morning America	7-9a		:30			NM	5	\$4,250.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/12	11/04/12	MTWTF--	5	\$850.00							
N 7	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$550.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/12	11/04/12	-----1-	1	\$550.00							
N 8	KOAT	11/03/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	2	\$1,100.00
Class of Time - Pre-emptible with notice												

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Hairst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	All Order #	
961890 /	06364302	
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Issue	313 REFORM NM NOW #:
Advertiser		Original Date / Revision
Reform New Mexico Now		10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount	
											Start Date	End Date	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 10/29/12	11/04/12	-----2-				2	\$550.00					
N 9	KOAT	11/04/12	11/04/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$550.00		
		Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 10/29/12	11/04/12	-----1				1	\$550.00					
N 10	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00		
		Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 11/05/12	11/11/12	1-----				1	\$250.00					
N 11	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1	\$200.00		
		Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 11/05/12	11/11/12	1-----				1	\$200.00					
N 12	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00		
		Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 11/05/12	11/11/12	1-----				1	\$1,300.00					
N 13	KOAT	11/05/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00		
		Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 11/05/12	11/11/12	2-----				2	\$1,100.00					
N 14	KOAT	11/05/12	11/05/12	Good Morning America	7-9a		:30			NM	2	\$1,700.00		
		Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 11/05/12	11/11/12	2-----				2	\$850.00					
											Totals	38	\$30,150.00	

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/05/12	38	\$30,150.00	\$25,627.50	\$1,793.93	\$27,421.43
Totals	38	\$30,150.00	\$25,627.50	\$1,793.93	\$27,421.43

Signature: _____ Date: _____

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